

Listing Photography Checklist

A practical guide to the photos you should shoot for every product listing - and exactly why each one matters

Hero shot (x1)

Your show stopper! This is the image shoppers see first in search results, favourites, and social shares. It should be bright, clear, well styled, and instantly explain what the item is.

Close-up detail shots (x3)

These replace the 'pick it up and inspect it' moments. Show texture, finish, craftsmanship, and any special details that justify your price.

Hand in shot (x1)

Adds scale and humanity. Hands help buyers instantly understand size and create a subtle emotional connection. Just remember...nice hands!

Lifestyle / in-situ shots (x1-2)

Shows how the item fits into real life. This helps buyers imagine owning it.

On person shot (x1, for jewelry)

Critical for jewelry. It answers unspoken questions about length, drop, proportion, and how it actually looks when worn.

Packaging shot (x1)

Signals professionalism and gift-worthiness. Reassures buyers that the item will arrive beautifully and thoughtfully presented. The one most sellers forget!

Size reference shot (x1)

Use everyday objects (coin, ruler, wrist, ear, neck) to remove any ambiguity about scale and reduce returns.

Back / reverse view (x1)

Builds trust. Buyers want to see the whole item - not just the pretty side.

Alternate angle or variation shot (x1) Shows depth, thickness, or different finishes/colour options. Helps buyers feel fully informed.

Process or makersstyle shot (optional) A subtle credibility builder. Even one simple 'made by hand' image can reinforce authenticity and value.